

Multimedia Broadcast/ Multicast Service for EAS

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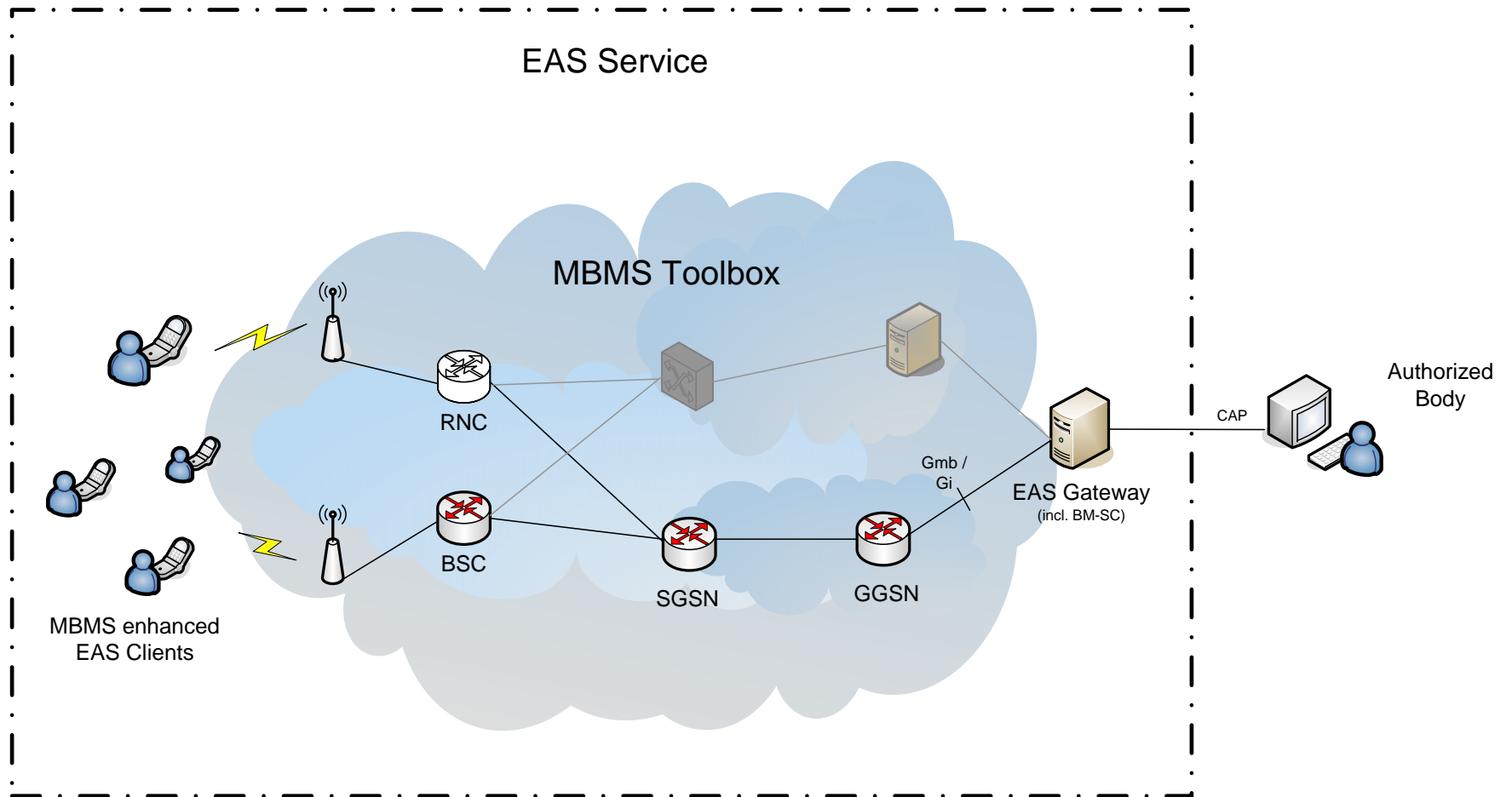
MBMS Basics

- MBMS is a broadcast technology integrated into 3G service and network infrastructure – uses IP multicast framework for services
- Capable of delivering messages with both audio and video components – maps, audio clips, graphics, video
- Not yet commercially deployed but supports services like Mobile TV, radio, and multimedia file distributions that have consumer appeal

MBMS Meets EAS Needs

- Scalable distribution bearer
 - Supports Service Area localization
- Designed for battery efficiency
 - allows for paging of handset
- Support of streamed and downloaded media
- Roamer support (MBMS Broadcast)
- Possible to receive MBMS during active calls
- Initial availability of MBMS EOY 2008-2009

MBMS Distribution of Alerts: Several Nodes Affected



Required Specifications/“Tweaks” for EAS: FCC, 3GPP, and Others

- EAS Specifications & EAS Prioritization
 - service description, cost recovery, etc.
 - interrupt ongoing call, priority user groups
- Accessibility & Disabled Support: “Not only text messages”
- Multi-Language Support
- Designated EAS attention tones
- CAP Protocol refinements
 - Several Audio and Video Codecs must be supported
- Handset recognition and processing of EAS alerts
 - Handset exchange, not a legacy technology